Orders

Order / Rev:

103694

Alt Order#:

06830033

Product Desc:

BERKLEY FOR SENATE

Estimate:

30\$

Flight Dates:

10/30/12 - 11/05/12

Original Date / Rev:

06/28/12 / 07/17/12

Order Type:

**GENERAL** 



Primary AE:

Amy McCreary

Sales Office:

Sales Region:

BLPHI

National

Agency

Name:

Shorr Johnson Magnus

**Buying Contact:** 

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission: .

EOM/EOC

00:15:00

Broadcast

15%

Cash

Advertiser

Name:

Priority:

Berkley Shelley for Senate

Demographic:

A35+

PLC01

SELECT PRIORITY CODE

Revenue Codes:

Product Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

10/29/12

Start Date End Date

# Spots Gross Amount 11/05/12 167

Net Amount \$48,175.00 \$40,948.75 **Totals** 

Month Gross Amount # Spots Net Amount Rating November 2012 167 \$48,175.00 \$40,948.75 0.00 Totals 167 \$48,175.00 \$40,948.75 0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$48,175.00
Market	100%	\$240,875.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$77,080.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$50,583.75
KTUD	0%	\$0.00
KVVU	25%	\$60,218.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	<b>\$4</b> ,817.50

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	10/30/12	11/02/12	Wake Up Early w/ W	agn@M	430a-5a	-TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
					Wake Up Early Wag	ners								
		NEWS												
		Star	t Date _ I	End Date	Weekdays Sr	ots/Week	Rate	Rating						
	W	eek: 10/2	9/12	11/04/12	-TWTF	4	\$50.00	0.00						

Print Date: 07/17/12 12:01:27

Page 2 of 6

Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830033

10/30/12 - 11/05/12

D33 Product Desc:

30S

BERKLEY FOR SENATE KSNV

Estimate:

E   E   ESW   109012   10901	_	Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len :	Spots	Rate Pri	Rtg Type	Spots	Amount
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Signt Date   End Date   Meek 1079/12   1109/			NEWS			Wake Up Early W	agners								
E 2 KSNV 1106/12 1106/12   Weste Up Early Wilvagners   Wash Up Early Wilvagners   Wash Up Early Wagners   Wash Up Early Wagn				t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
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NEWS   Sint Date   End Date   Meekdays   Spots/Meek   Rate   Sature   Sat		E 2	KSNV	11/05/12	2 11/05/12		_	430a-5a	M	:30	1	\$50.003	0.00 <b>NM</b>	1	\$50.00
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E 3 KSNV 11/05/12 11/05/12   MFF 5-68 WalkeUp w/Wagners   Spots/Week   Rate   New			Star	t Date			Spots/Week	<u>Rate</u>	<u>Rating</u>						
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NetWork		<b>⊢</b> 3	KSNV	11/05/12	2 11/05/12		•	5-6a	M	:30	2	\$200.003	0.00 NM	2	\$400.00
Medic 11/05/12   11/05/12   11/05/12   MF-5-6a WakeUp w/MxggMs   S-6a   -ThTF   :30   8   \$200.003   0.00 NM   8   \$1,600.00			NEWS			W-1 0-04 Wake O	www.agneis								
E 4 KSNV 10/30/12 11/02/12   MF-6-6a WaskeUp wrWogeners   Start Date   MF-6-6a WaskeUp wrWogeners   Start Date   MF-6-6a WaskeUp wrWogeners   Start Date   MF-6-7a WaskeUp MF-6-7a WaskeUp MF-6-7a WaskeUp WaskeUp MF-6-7a WaskeUp MF-6-															
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E 5 KSNV   10/30/12   11/02/12   M-F 6-7a WakeUp w/Wagners															
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Today Show    Today Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start Da	-									:30	16	\$400.002	O OO NIM	46	re 400 00
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E 9 KSNV 10/30/12 11/04/12 Wake Up Early w/ Wagn@M Wake Up Early w/ Wagn@M Wake Up Early Wagners  EARLY  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/29/12 11/04/12 11/05/12 11/05/12 Wake Up Early w/ Wagn@M   430a-5a   M   :30   1 \$150.003   0.00 NM    EARLY  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 11/05/12 11/11/12   M   1 \$150.00   0.00  E11 KSNV 11/05/12 11/05/12 Noon News   CM   12-1230pm   M   :30   1 \$175.003   0.00 NM   NEWS  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   News: 11/05/12 11/05/12 11/05/12 Noon News   CM   12-1230pm   M   :30   1 \$175.003   0.00 NM   NEWS  NEWS  NOON News   CM   12-1230pm   M   :30   4 \$175.003   0.00 NM   4 \$700.00 NM   NOON News   No		101					•		<del></del>						
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Wake Up Early Wagners   EARLY   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Noon News   Noon News   Noon News   Noon News   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Noon News	-							<del></del>		:30	· 1	\$150.003	0.00 NM	1	\$150.00
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Print Date: 07/17/12 12:01:27 Page 3 of 6

KSNV

Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type :	Spots	Amount
			M-F Today Show I M-F Today Show		·							
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<u>S</u> Week: 1	tart Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> ∺TWTF∺-	Spots/Week 8	<u>Rate</u> \$175.00	Rating 0.00						
E14 KSN	V 11/05/1		M-F Today Show I M-F Today Show	1 3rd HGM	9-10a	М	:30	2	\$175.003	0.00 <b>NM</b>	2	\$350.00
TODA <u>S</u> Week: 1	start Date	End Date 11/11/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$175.00	Rating 0.00						
E 15 KSN		12 11/05/12	The Agenda 1230 The Agenda 1230		1230-1p	M	:30	1	\$150.003	0.00 NM	1	\$150.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1	1/05/12	11/11/12	M	1	\$150.00	0.00						
E 16 KSN' AGEN		2 11/02/12	The Agenda 1230 The Agenda 1230		1230-1p	-TWTF	:30	4	\$150.003	0.00 NM	4	\$600.00
<u>s</u>	tart Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 1		11/04/12	-TWTF Rachael Ray	CM	\$150.00	0.00	-30		#4E0 002	0.00 NIM	4	ФСОО ОО
E II KON	V 10/30/	12 11/02/12	Rachael Ray	Civi	11am-12pm	-TWTF	:30	4	\$150.003	0.00 NM	4	\$600.00
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ড Week: 1	tart Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF-⊹	Spots/Week 4	<u>Rate</u> \$150.00	Rating 0.00						
E 18 KSN	V 11/05/		Rachael Ray Rachael Ray	СМ	11am-12pm	M	:30	1	\$150.003	0.00 NM	1	\$150.00
	HEL RAY	F-4 D-1-	1071-1	0	<b>.</b>	D ('						
ع Week: 1	<u>1/05/12</u>	<u>End Date</u> 11/11/12	<u>VVeekdays</u> M	Spots/Week 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00						
E 19 KSN		12 11/05/12	M-F Today Show I Today 4th Hour	II 4th IGM	10am-11am	М	:30	1	\$150.003	0,00 NM	1	\$150.00
	Start Date	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
E 20 KSN		12 11/02/12	M-F Today Show I Today 4th Hour	II 4th IGM	10am-11am	-TWTF	;30	4	\$150.003	0.00 NM	4	\$600.00
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E 21 KSN		12 11/02/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF	:30	8	\$200.003	0.00 NM	8	\$1,600.00
5	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TwTF	Spots/Week 8	· · · · · · · · · · · · · · · · · · ·	Rating 0.00				,		
E 22 KSN PHIL		12 11/05/12	Dr. Phil Dr Phil	СМ	3-4p	M	:30	2	\$200.003	0.00 NM	2	\$400.00
<u>s</u>	Start Date 11/05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
h	V 11/05/	12 11/05/12	News 3 at 430pm News 3 at 4:30PM	CM /	430-5pm	М	:30	1	\$300.003	0.00 NM	1	\$300.00
9	Start Date 11/05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
	_		News 3 at 430pm News 3 at 4:30PM	СМ	430-5pm	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
NEW S	'S Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1	10/29/12	11/04/12	-TWTF	4	\$300.00	0.00						
E 25 KSN	IV 10/30/	12 11/02/12		СМ	4-430p	-TWTF-⊷	:30	4	\$300.003	0.00 NM	4	\$1,200.00

Print Date: 07/17/12 12:01:27

**KSNV** 

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830033

10/30/12 - 11/05/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ch Ln Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount News 3 at 4 News 3 at 4 **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$300.00 0.00 E 26 KSNV 11/05/12 11/05/12 News 3 at 4 CM 4-430p M-----30 \$300.003 0.00 NM 1 \$300.00 News 3 at 4 **NEWS** Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> Week: 11/05/12 11/11/12 M-----\$300.00 0.00 E27 KSNV 11/05/12 11/05/12 M-F Early News CM 5-630p :30 \$450.003 0.00 NM M----2 \$900.00 M-F Early News NEWS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$450.00 0.00 CM E 28 KSNV 10/30/12 11/02/12 M-F Early News 5-630p -TWTF--:30 \$450.003 0.00 NM 8 \$3,600.00 M-F Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$450.00 0.00 E 29 KSNV 10/30/12 11/02/12 Face to Face w/ RalstonCM 730-758pm -TWTF--:30 \$225.003 0.00 NM 4 \$900.00 Face to Face w/ J.Ralston **FACE** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$225.00 0.00 11/05/12 11/05/12 Face to Face w/ RalstonCM E 30 KSNV 730-758pm M-----:30 \$225,003 0.00 NM 1 \$225.00 Face to Face w/ J.Ralston FACE Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$225.00 0.00 Vegas Inc. E31 KSNV 11/03/12 11/03/12 CM 6:30-8pm ----5-:30 \$150.003 0.00 NM \$150.00 Vegas Inc. **VEGAS INC** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 ----S-11/04/12 \$150.00 0.00 E 32 KSNV 10/30/12 11/02/12 M-F Jeop/Wheel CM 630-730pm -TWTE--:30 8 \$400.003 0.00 NM 8 \$3,200.00 M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date End Date Spots/Week **Weekdays** Rate Rating 11/04/12 -TWTF--Week: 10/29/12 \$400.00 0.00 E 33 KSNV 11/05/12 11/05/12 M-F Jeop/Wheel CM 630-730pm M-----:30 \$400.003 0.00 NM 2 \$800.00 M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 11/05/12 11/11/12 \$400.00 0.00 E34 KSNV 11/03/12 11/03/12 Weekend Jeopardy/Whe@M 630-730pm -----5-:30 \$250.003 0.00 NM 2 \$500.00 WKND Jeop/Wheel JEP/WHEEL End Date Start Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---S-\$250.00 0.00 E35 KSNV 11/04/12 11/04/12 News 3 Live in Prime 7-10pm -----5 :30 \$600.003 0.00 NM \$600.00 1 News 3 in Prime NEWS IN PRIME AFTER NFL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----S \$600.00 0.00 11/02/12 11/02/12 Fri PR 9-10p E 36 KSNV CM 9-10pm ---F--:30 \$1,000.003 0.00 NM \$1,000.00 Friday Prime 9-10pm GRIMM Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 \$1,000.00 0.00 E 37 KSNV 11/02/12 11/02/12 CM 8-9pm ----F--:30 1 \$750.003 0.00 NM 1 \$750.00

Print Date: 07/17/12 12:01:27 Page 5 of 6

KSNV

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Berkley, Shelley for Senate

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BERKLEY FOR SENATE

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Estimate:

30S

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Fri PR 8-9p Friday Prime 8-9pm WHIT/COMM Start Date End Date Weekdays Spots/Week Rating Rate ----F--Week: 10/29/12 11/04/12 \$750.00 0.00 E 38 KSNV 10/31/12 10/31/12 Wed PR 9-10p CM 9-10pm --W----:30 1 \$1,700.003 0.00 NM \$1,700.00 Wednesday Prime 9-10pm SVU Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 --W---\$1,700.00 0.00 E39 KSNV 10/31/12 10/31/12 Wed PR 10-11p CM 10-11pm :30 1 \$1,400.003 0.00 NM --W---\$1,400.00 Wednesday Prime 10-11pm CHICAGO FIRE End Date Spots/Week Start Date <u>Weekdays</u> <u>Rate</u> Rating 1,1/04/12 Week: 10/29/12 \$1,400.00 0.00 E 40 KSNV 11/01/12 11/01/12 Thurs PR 10-11p CM 10-11pm ---T---:30 1 \$1,400.003 0.00 NM \$1,400.00 Thursday Prime 10-11pm ROCK CENTER Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 1 \$1,400.00 0.00E 41 KSNV 10/30/12 11/02/12 Late Night w/Fallon CM 1237a-136am -TWTF--:30 8 \$75.003 0.00 NM 8 \$600.00 Late Night w/Fallon **FALLON** Start Date End Date **Weekdays** Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$75.00 0.00 E42 KSNV 11/05/12 11/05/12 Late Night w/Fallon CM 2 1237a-136am M----:30 \$75.003 0.00 NM 2 \$150.00 Late Night w/Fallon **FALLON** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 11/05/12 11/11/12 \$75.00 0.00 E 43 KSNV 11/05/12 11/05/12 The Tonight Show 1135p-1237a CM M-----:30 \$185,003 0.00 NM 2 \$370,00 **Tonight Show** TON SHOW Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating M----11/11/12 Week: 11/05/12 \$185.00 0.00 E 44 KSNV 10/30/12 11/02/12 The Tonight Show CM 1135p-1237a -TWTF--:30 \$185.003 0.00 NM \$1,480.00 Tonight Show TON SHOW Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 -TWTF--\$185.00 0.00 E 45 KSNV 10/30/12 11/02/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$425,003 -TWTF--0.00 NM \$1,700.00 M-F News 3 at Eleven **NEWS** Start Date Spots/Week Rating End Date Weekdays <u>Rate</u> 11/04/12 -TWT F--Week: 10/29/12 \$425.00 0.00 E 46 KSNV 11/05/12 11/05/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$425.003 0.00 NM 1 \$425.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$425.00 0.00 E 47 KSNV 11/03/12 11/04/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 \$400.003 0.00 NM 2 \$800.00 Sa-Su News 3 at Eleven **NEWS End Date** Start Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ----SS \$400.00 0.00E 49 KSNV 11/03/12 11/03/12 Saturday Today CM 7a-9am ----S-:30 \$225,003 0.00 NM 2 \$450.00 Saturday Today SAT TODAY Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 \$225.00 0.00 E50 KSNV 11/03/12 11/03/12 6a-7a CM----5-:30 2 \$150.003 0.00 NM 2 \$300.00

Print Date: 07/17/12 12:01:28

**KSNV** 

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Order / Rev: Alt Order#:

Flight Dates:

103694

06830033

10/30/12 - 11/05/12

Advertiser:

Berkley, Shelley for Senate

Product Desc: Estimate:

BERKLEY FOR SENATE

30S

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount News 3 Sunrise - SATURI News 3 Sunrise SATURDAY **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating ----S-Week: 10/29/12 11/04/12 \$150.00 0.00 E 51 KSNV, 11/04/12 11/04/12 Sunday Today CM 7a-8am ----S :30 \$350.003 0.00 NM \$350.00 1 Sunday Today SUN TODAY End Date <u>Weekdays</u> Spots/Week Start Date <u>Rate</u> Rating Week: 10/29/12 11/04/12 ----S \$350.00 0.00 E 52 KSNV 11/03/12 11/03/12 Saturday Night Live CM 1130pm-1:02am ----S-:30 \$550.003 0.00 NM 1 1 \$550.00 Saturday Night Live SNL Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ----S-\$550.00 0.00 Totals 167 \$48,175.00